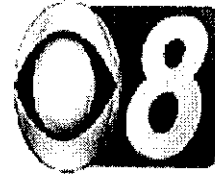


ORDER

Orders
Order / Rev: 230471
Alt Order #:
Product Desc: Willis for Mayor of Wetumpka (I)
Estimate: Willis for Mayor of Wetumpka (I) Aug12-2
Flight Dates: 08/12/16 - 08/23/16
Original Date / Rev: 08/10/16 / 08/10/16
Order Type: GENERAL

WAKA

Primary AE: Kim Carr
Sales Office: WAKA
Sales Region: Local

Agency Name: John Moore Advertising
Buying Contact:
Billing Contact:
 P.O. Box 496
 Wetumpka, AL 36093

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Willis for Mayor of Wetumpka (I)
Demographic: A25-54
Product Codes: PL1
Priority: P-05
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/22/16	24	\$2,790.00	\$2,371.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	24	\$2,790.00	\$2,371.50	0.0
Totals	24	\$2,790.00	\$2,371.50	0.0

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kim Carr			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAKA	08/12/16	08/22/16	M-F 5a-7a M-F 5a-7a	CM	5a-7a CBS Mornng	MTWTF--	:30	1	\$80.00	P-02	0.00	NM	3	\$240.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	----F--		1				\$80.00		0.00			
		Week: 08/15/16	08/21/16	----F--		1				\$80.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$80.00		0.00			
N 2	WAKA	08/15/16	08/19/16	M-F 7a-9a M-F 7a-9a	CM	7a-9a	1-1-1--	:30	3	\$70.00	P-04	0.00	NM	3	\$210.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	1-1-1--		3				\$70.00		0.00			
N 3	WAKA	08/14/16	08/21/16	Su 8a-930a Su 8a-930a	CM	8a-930a CBS Sun	-----1	:30	1	\$55.00	P-02	0.00	NM	2	\$110.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-----1		1				\$55.00		0.00			
		Week: 08/15/16	08/21/16	-----1		1				\$55.00		0.00			
N 4	WAKA	08/15/16	08/19/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p Dr Phil	11111--	:30	5	\$75.00	P-02	0.00	NM	5	\$375.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	11111--		5				\$75.00		0.00			
N 5	WAKA	08/22/16	08/22/16	M-F 4p-5p Monday 4p-5p	CM	Monday 4p-5p Dr F1	-----1	:30	1	\$75.00	P-02	0.00	NM	1	\$75.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	1-----		1				\$75.00		0.00			
N 6	WAKA	08/12/16	08/12/16	M-F 12p-1230p	CM	Friday 12p-1230p	1-----1--	:30	1	\$140.00	P-02	0.00	NM	1	\$140.0

Order / Rev: 230471
 Alt Order #:
 Flight Dates: 08/12/16 - 08/23/16

Advertiser: Willis for Mayor of Wetumpka (I)
 Product Desc: Willis for Mayor of Wetumpka (I)
 Estimate: Willis for Mayor of Wetumpka (I) Aug12-2

WAKA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Friday 12p-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/08/16	08/14/16	----1--		1			\$140.00	0.00					
N 7	WAKA	08/15/16	08/19/16	M-F 12p-1230p Mon and Fri 12p-1230p	CM	1Mon and Fri 2p-1:1	---1--	:30	2	\$140.00	P-02	0.00	NM	2	\$280.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/15/16	08/21/16	1---1--		2			\$140.00	0.00					
N 8	WAKA	08/12/16	08/12/16	M-F 630p-7p Friday Only 630p-7p	CM	Friday 630p-7p	Wt----1--	:30	1	\$285.00	P-02	0.00	NM	1	\$285.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/08/16	08/14/16	----1--		1			\$285.00	0.00					
N 9	WAKA	08/22/16	08/22/16	M-F 630p-7p Monday 630p-7p	CM	Monday 630p-7p	V1-----	:30	1	\$285.00	P-02	0.00	NM	1	\$285.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/22/16	08/28/16	1-----		1			\$285.00	0.00					
N 10	WAKA	08/12/16	08/12/16	M-F 1035p-1137p Friday 1035p-1137p	CM	Friday 1035p-1137p (10:35 PM-11:35 PM)	----1--	:30	1	\$80.00	P-02	0.00	NM	1	\$80.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/08/16	08/14/16	----1--		1			\$80.00	0.00					
N 11	WAKA	08/15/16	08/22/16	M-F 1035p-1137p Monday 1035p-1135p	CM	Monday 1035p-11:1 (10:35 PM-11:35 PM)	-----1--	:30	1	\$80.00	P-02	0.00	NM	2	\$160.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/15/16	08/21/16	1-----		1			\$80.00	0.00					
		Week: 08/22/16	08/28/16	1-----		1			\$80.00	0.00					
N 12	WAKA	08/19/16	08/22/16	M-F News 10p-1035p M-F News 10p-1035p	CM	10p-1035p	M---F--	:30	1	\$275.00	P-02	0.00	NM	2	\$550.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/15/16	08/21/16	----F--		1			\$275.00	0.00					
		Week: 08/22/16	08/28/16	M-----		1			\$275.00	0.00					
Totals														24	\$2,790.0

John Moore Advertising

Advertising - Marketing - Promotions

P.O. Box 496
Wetumpka, AL 36093

email: johnmadv@bellsouth.net

Telephone: 334-567-8713

Fax: 334-514-9273

Cell: 334-301-0799

PURCHASE ORDER

Client: Jerry Willie's Pl. Pol

Media: WAKA-TV

Account Rep: KIM CARR

Date: 8-10-16

☒ New Order
☐ Revision
☐ Cancellation

Start Date 8-12-16

End Date 8-22-16

Length: :30 / 3/30s Note

Event: political campaign

SCHEDULE

S-7A
Mon-Fri CBS morning 6-8 a.m. 1x per day 8/12, 8/19, 8/22 @ \$80=\$240 2
Mon-Fri CBS morning 7-9 a.m. 1x per day 8/15, 17, 19 @ \$70x3=\$210 4
CBS Sun 8/14.21 8-9:30 a.m. 1x per day @ \$55x2=\$110 2
Dr. Phil 4-5 pm 8/15-19, 8/22 1x per day @ \$75 x6=\$450 2
Noon News 12-12:30 p.m. 1x per day 8/12, 15, 19 @ \$140 x 3 = \$420 2
Wheel of Fortune 6:30-7p 1x per day 8/12, 22, @ \$285=\$570 2
Late show 10:35-11:35pm 1x each 8/12, 8/15, 8/22 @ \$80x3=\$240 2
Mon-Fri- 10pm News 1x per day 8/19, 22 @ \$275=\$550 2

Total \$2,790.00 - 918.50
Net: \$2,371.50

24/:30s

Exact times spots ran, and/or tear sheets, are required with invoice. No make goods or altered schedules without agency approval.

Billing Address:

P.O. Box 486
Wetumpka, AL 36092

Rate PKS

Gross \$2,790.00 Comm. 418.50

NET \$2,371.50

John Moore

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WAKA-TV Montgomery, AL**Date:**8-10-16I, John Moore,being/on behalf of: Jerry Willis,a legally qualified candidate of the ~~ALA~~political party for the office of: OR Mayor - Wetumpka ALin the General Electionelection to be held on: August 23, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>:30</u> <u>rotate</u> <u>3/30s</u>	<u>(ATTACHED schedule)</u>				<u>2</u>

Attach proposed schedule with charges (if available):

\$2790 GROSS\$2376.15

I represent that the payment for the above described broadcast time has been furnished by:

John Moore Advertising

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Terry Willis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8-10-16

Date

John Moore

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Kimberly R. Carr

Signature

Kimberly R. Carr

Printed Name

Sales Rep

Title